WHAT IS CLAIMED IS:

1. A business supporting method, including:

extracting a prospective customer who indicates a demand for at least one of a cross-sell, up-sell and replacement to a new product, based on at least one of a property of products and a relation between the products and based on a customer product purchase history; and

displaying the prospective customer on a screen,

whereby customers having potential demands are revealed.

2. A business supporting system, comprising:

a product information storage which stores at least one of a property of products and a relation between the products;

a customer information storage which stores a customer product purchase history;

an extracting condition generator which generates a condition for extracting a prospective customer who indicates a demand for at least one of a cross-sell, up-sell and replacement to a new product, based on at least one of the property of products and the relation between the products and based on the customer product purchase history; and

an extraction processing unit which extracts the

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prospective customer based on the condition.

3. A business supporting system according to Claim 2, wherein said product information storage stores, as the property of the products, any one of a type, unit cost and durable period of the products.

4. A business supporting system according to Claim 2, wherein said product information storage stores, as the relation between the products, at least any one of a relation possibly related to a cross-sell, relation possibly related to an up-sell, relation possibly related to a replacement, relation related to rare simultaneous purchase, relation possibly related to a highly correlative cross-sell and a relation between the product and a component thereof.

5. A business supporting system according to Claim 2, wherein said customer information storage stores, as the purchase history, at least one of a customer attribute and a product purchase record for each customer.

6. A business supporting system according to Claim 2, wherein, in order to extract a prospective customer to whom a cross-sell for any product is to be proposed, after a product

capable of being compatible with a product to be proposed for the cross-sell and a product incapable of being compatible with the product have been extracted from said product information storage, said extracting condition generator generates a condition for extracting a customer who has not yet purchased the product to be proposed for the cross-sell, and has already purchased the product capable of being compatible with the product to be proposed for the cross-sell and has not purchased the product incapable of being compatible with the product to be proposed for the cross-sell.

7. A business supporting system according to Claim 2, wherein, in order to extract a prospective customer to whom a cross-sell for other products is to be proposed among customers who have purchased any product, after a product capable of being compatible with the any product has been extracted as a product proposed for the cross-sell from said product information storage and after a product incapable of being compatible with the product proposed for the cross-sell has been extracted from said product information storage, said extracting condition generator generates a condition for extracting a customer who has not yet purchased the product proposed for the cross-sell and who has not purchased the product incapable of being compatible with the product

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proposed for the cross-sell.

8. A business supporting system according to Claim 3, wherein, in order to extract a prospective customer to whom an up-sell for any product is to be proposed, after a lower-order product of a product proposed for the up-sell has been extracted from said product information storage, said extracting condition generator generates a condition for extracting a customer who has already purchased the lower-order product whose durable period nearly expires or has expired and who has not yet purchased the product proposed for the up-sell.

9. A business supporting system according to Claim 3, wherein, in order to extract, from customers who have purchased any lower-order product, a prospective customer to whom an up-sell for an upper-order product is to be proposed, after the upper-order product where an up-sell can be proposed relative to the lower-order product has been extracted from said product information storage, said extracting condition generator generates a condition for extracting a customer who has purchased a lower-order product whose durable period nearly expires or has expired and who has not yet the upper-order product.

10. A business supporting system according to Claim 3, wherein, in order to extract a customer to whom a replacement of a product is to be proposed, said extracting condition generator generates a condition for extracting a customer who has already purchased the product whose durable period nearly expires or has expired.

11. A business supporting system according to Claim 3, wherein, irrespective of expiry of any one of the products, said extracting condition generator generates a condition for extracting a customer who has at least a component, constituting the products, whose durable period thereof nearly expires or has expired.

12. A business supporting system according to Claim 2, wherein said customer information storage further stores a relation level between the products in response to an actual record of any one of the cross-sell, up-sell and replacement, and wherein, as the condition, said extracting condition generator generates an operation expression where a purchase-prospect degree for each of the prospective customers is calculated based on the relation level between the products and the calculated purchase-prospect degree is added to an extraction result of the prospective customers as weighting factors.

13. A business supporting system according to Claim 2, wherein said product information storage further stores the number of purchasers for each of the products and the count of the cross-sell, up-sell and replacement for each of the products, and wherein, as the condition, said extracting condition generator generates an operation expression where a ratio of the count of at least one of the cross-sell, up-sell and replacement of the product to the number of purchasers are calculated and the calculated ratio is added to an extraction result of the prospective customers as weighting factors.

14. A business supporting system according to Claim 2, wherein said product information storage further stores information of product categories obtained by grouping for the products in response to a modality of a seller, and wherein said extracting condition generator restricts a range of a product for the cross-sell, up-sell and replacement, based on the information of product categories.

15. A business supporting system according to Claim 2, further comprising a campaign executing unit which manages a notice to the prospective customer about a product purchase proposal.

16. A business supporting system according to Claim 15, wherein said customer information storage further stores a range of products registered in advance according to a preference of each customer, and said campaign executing unit determines whether or not the notice be sent, based on whether or not a product proposed in the product purchase proposal is included in the range of products.

17. A business supporting system according to Claim 16, further comprising a caution processing unit which transmits caution information when contents of the notice of the purchase proposal satisfies a predetermined cautionary condition.

18. A business supporting system according to Claim 15, wherein said campaign executing unit stores information to be notified as the product purchase proposal, irrespective of the presence or absence of the notice, and, when an inquiry is received from a customer, said campaign executing unit performs a processing in which a product to be proposed to the customer is extracted and presented by referring to said information.

19. A business supporting system according to Claim 15,

wherein, in said campaign executing unit, registration as to which of electronic mail, a business section or a call center is to be used as a route by which a customer receives the notice of the purchase proposal is acquired in advance through a procedure with each customer, and a notifying destination of the purchase proposal is determined based on said registration.

20. A business supporting system according to Claim 2, wherein said customer information storage further stores accounting information managed for each customer, and said extracting condition generator further generates a condition for extracting a prospective customer based on at least one of sales, profits, rates of increase thereof and ranking thereof in product purchases, summated using at least one of customer data, purchased product data and monthly purchase data contained in the accounting information.

21. A business supporting system according to Claim 20, wherein said customer information storage further stores a range of products registered in advance in accordance with each customer's preference, and said extracting condition generator reconstructs and then refers to the accounting information in a manner such that the products are restricted

to those included in the range.

22. A business supporting system according to Claim 2, wherein said customer information storage further stores accounting information managed for each customer, and said extracting condition generator further generates a condition for extracting a prospective customer based on at least one of amount, unit price and frequency of purchase, rates of increase thereof and ranking thereof, and latest date of purchase, summated using at least one of customer data and purchased product data contained in the accounting information.

23. A business supporting system according to Claim 2, wherein said customer information storage further stores information on a trouble that has occurred to a customer regarding a product, and said extracting condition generator further generates a condition for extracting a prospective customer based on at least one of contents, frequency and count of troubles, and ranking thereof and latest date of occurrence contained in the information on the trouble.

24. A business supporting system according to Claim 2, wherein said extracting condition generator further generates a

condition for extracting a prospective customer in a manner
such that a requirement from a seller is reflected thereon in
a form of a rule base.

25. A business supporting system according to Claim 24,
wherein said extracting condition generator receives the
requirement from the seller regarding extraction contents, and
generates the condition in a form such that a prospect degree
of purchase is calculated by the rule base based on the
received requirement from the seller.

26. A business supporting system according to Clam 2, wherein
said extracting condition generator further generates a
condition where an operator of the system specifies a specific
customer.

27. A business supporting system according to Clam 2, wherein
said extracting condition generator further generates a
condition for extracting a prospective customer based on a
history of notices on a purchase proposal for the product.

28. A business supporting system according to Claim 20,
wherein said extracting condition generates the condition,
based on a requirement from a seller, by combining various

extraction techniques.

29. A business supporting system, comprising:

a product information storage which stores information on products;

a customer information storage which stores information on a customer who has purchased a product;

an extracting condition generator which generates a condition for extracting a prospective customer; and

an extraction processing unit which extracts the prospective customer based on the condition,

said extracting condition generator including at least two or more of the functions of:

generating the condition based on at least one of sales, profits, rates of increase thereof and ranking thereof in product purchases, summated using at least one of customer data, purchased product data and monthly purchase data contained in the customer information;

generating the condition based on at least one of amount, unit price and frequency of purchase, rates of increase thereof and ranking thereof, and latest date of purchase, summated using at least one of customer data and purchased product data contained in the customer information;

generating the condition based on at least one of

contents, frequency, count, ranking thereof and latest date of occurrence of product-related troubles contained in the customer information;

generating the condition in a manner such that a seller's requirement is defined by an operation expression;

generating the condition in a manner such that an operator of the system specifies a specific customer; and

generating the condition based on a history of notices on a purchase proposal for the product.

30. A business supporting system, comprising:

a product information storage which stores information on products;

a customer information storage which stores information on a customer who has purchased a product;

an extracting condition generator which generates a condition for extracting a prospective customer; and

an extraction processing unit which extracts the prospective customer based on the condition,

said extracting condition generator including the functions of:

generating the condition based on at least one of sales, profits, rates of increase thereof and ranking thereof in product purchases, summated using at least one of customer

data, purchased product data and monthly purchase data contained in the customer information; and

generating the condition based on at least one of amount, unit price and frequency of purchase, rates of increase thereof and ranking thereof, and latest date of purchase, summated using at least one of customer data and purchased product data contained in the customer information.

31. A business supporting system, comprising:

a product information storage which stores information on products;

a customer information storage which stores information on a customer who has purchased a product;

an extracting condition generator which generates a condition for extracting a prospective customer; and

an extraction processing unit which extracts the prospective customer based on the condition,

said extracting condition generator including the functions of:

generating the condition based on at least one of sales, profits, rates of increase thereof and ranking thereof in product purchases, summated using at least one of customer data, purchased product data and monthly purchase data contained in the customer information; and

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generating the condition based on at least one of contents, frequency, count, ranking thereof and latest date of occurrence of product-related troubles contained in the customer information.

32. A business supporting system, comprising:

a product information storage which stores information on products;

a customer information storage which stores information on a customer who has purchased a product;

an extracting condition generator which generates a condition for extracting a prospective customer; and

an extraction processing unit which extracts the prospective customer based on the condition,

said extracting condition generator including the functions of:

generating the condition based on at least one of sales, profits, rates of increase thereof and ranking thereof in product purchases, summated using at least one of customer data, purchased product data and monthly purchase data contained in the customer information; and

generating the condition in a manner such that a seller's requirement is defined by an operation expression;

33. A business supporting system, comprising:

a product information storage which stores information on products;

a customer information storage which stores information on a customer who has purchased a product;

an extracting condition generator which generates a condition for extracting a prospective customer; and

an extraction processing unit which extracts the prospective customer based on the condition,

said extracting condition generator including the functions of:

generating the condition based on at least one of amount, unit price and frequency of purchase, rates of increase thereof and ranking thereof, and latest date of purchase, summated using at least one of customer data and purchased product data contained in the customer information; and

generating the condition based on at least one of contents, frequency, count, ranking thereof and latest date of occurrence of product-related troubles contained in the customer information.

34. A business supporting system, comprising:

a product information storage which stores information

on products;

a customer information storage which stores information on a customer who has purchased a product;

an extracting condition generator which generates a condition for extracting a prospective customer; and

an extraction processing unit which extracts the prospective customer based on the condition,

said extracting condition generator including the functions of:

generating the condition based on at least one of amount, unit price and frequency of purchase, rates of increase thereof and ranking thereof, and latest date of purchase, summated using at least one of customer data and purchased product data contained in the customer information; and

generating the condition in a manner such that a seller's requirement is defined by an operation expression.

35. A business supporting system, comprising:

a product information storage which stores information on products;

a customer information storage which stores information on a customer who has purchased a product;

an extracting condition generator which generates a

condition for extracting a prospective customer; and

an extraction processing unit which extracts the
prospective customer based on the condition,

said extracting condition generator including the
functions of:

generating the condition based on at least one of
contents, frequency, count, ranking thereof and latest date of
occurrence of product-related troubles contained in the
customer information; and

generating the condition in a manner such that a
seller's requirement is defined by an operation expression.

36. A business supporting system, comprising:

a product information storage which stores information
on products;

a customer information storage which stores information
on a customer who has purchased a product;

an extracting condition generator which generates a
condition for extracting a prospective customer; and

an extraction processing unit which extracts the
prospective customer based on the condition,

said extracting condition generator including the
functions of:

generating the condition based on at least one of

sales, profits, rates of increase thereof and ranking thereof in product purchases, summated using at least one of customer data, purchased product data and monthly purchase data contained in the customer information;

generating the condition based on at least one of amount, unit price and frequency of purchase, rates of increase thereof and ranking thereof, and latest date of purchase, summated using at least one of customer data and purchased product data contained in the customer information; and

generating the condition based on at least one of contents, frequency, count, ranking thereof and latest date of occurrence of product-related troubles contained in the customer information.

37. A business supporting system, comprising:

a product information storage which stores information on products;

a customer information storage which stores information on a customer who has purchased a product;

an extracting condition generator which generates a condition for extracting a prospective customer; and

an extraction processing unit which extracts the prospective customer based on the condition,

said extracting condition generator including the functions of:

generating the condition based on at least one of sales, profits, rates of increase thereof and ranking thereof in product purchases, summated using at least one of customer data, purchased product data and monthly purchase data contained in the customer information;

generating the condition based on at least one of amount, unit price and frequency of purchase, rates of increase thereof and ranking thereof, and latest date of purchase, summated using at least one of customer data and purchased product data contained in the customer information; and

generating the condition in a manner such that a seller's requirement is defined by an operation expression.

38. A business supporting system, comprising:

a product information storage which stores information on products;

a customer information storage which stores information on a customer who has purchased a product;

an extracting condition generator which generates a condition for extracting a prospective customer; and

an extraction processing unit which extracts the

prospective customer based on the condition,

said extracting condition generator including the functions of:

generating the condition based on at least one of sales, profits, rates of increase thereof and ranking thereof in product purchases, summated using at least one of customer data, purchased product data and monthly purchase data contained in the customer information;

generating the condition based on at least one of contents, frequency, count, ranking thereof and latest date of occurrence of product-related troubles contained in the customer information; and

generating the condition in a manner such that a seller's requirement is defined by an operation expression.

39. A business supporting system, comprising:

a product information storage which stores information on products;

a customer information storage which stores information on a customer who has purchased a product;

an extracting condition generator which generates a condition for extracting a prospective customer; and

an extraction processing unit which extracts the prospective customer based on the condition,

said extracting condition generator including the functions of:

generating the condition based on at least one of amount, unit price and frequency of purchase, rates of increase thereof and ranking thereof, and latest date of purchase, summated using at least one of customer data and purchased product data contained in the customer information;

generating the condition based on at least one of contents, frequency, count, ranking thereof and latest date of occurrence of product-related troubles contained in the customer information; and

generating the condition in a manner such that a seller's requirement is defined by an operation expression.

40. A business supporting system, comprising:

a product information storage which stores information on products;

a customer information storage which stores information on a customer who has purchased a product;

an extracting condition generator which generates a condition for extracting a prospective customer; and

an extraction processing unit which extracts the prospective customer based on the condition,

said extracting condition generator including the

functions of:

generating the condition based on at least one of
sales, profits, rates of increase thereof and ranking thereof
in product purchases, summated using at least one of customer
data, purchased product data and monthly purchase data
contained in the customer information;

generating the condition based on at least one of
amount, unit price and frequency of purchase, rates of
increase thereof and ranking thereof, and latest date of
purchase, summated using at least one of customer data and
purchased product data contained in the customer information;

generating the condition based on at least one of
contents, frequency, count, ranking thereof and latest date of
occurrence of product-related troubles contained in the
customer information; and

generating the condition through verification of
expected extraction that reflects a seller's requirement.

41. A computer program executable by a computer, the program
comprising the functions of:

storing at least one of a property of products and a
relation between the products;

storing a customer product purchase history;

generating a condition for extracting a prospective

customer who indicates a demand for at least one of a cross-sell, up-sell and replacement to a new product, based on at least one of the property of products and the relation between the products and based on the customer product purchase history; and

extracting the prospective customer based on the condition.